

Message Text

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67

ORIGIN EB-11

INFO OCT-01 ARA-16 ISO-00 TRSE-00 COME-00 RSC-01 L-03 /032 R

DRAFTED BY EB/CBA/BP:EJRankin:VJW

APPROVED BY EB/CBA/BP:HJWINTER

ARA/MEX - RFKING

EB/OT/STA - RWINSTANLEY

TREASURY BATF - GBONIFANT

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P 162104Z JAN 74

FM SECSTATE WASHDC

O AMEMBASSY MEXICO PRIORITY

UNCLAS STATE 009652

E.O. 11652: NA

TAGS: EIND, MX

SUBJECT: BOURBON TEQUILA AGREEMENT - TEQUILA LABELLING
REQUIREMENTS

REF: STATE 002619

1. REF KOHN/WINTER TELCON OF JANUARY 4, IN WHICH IT WAS MENTIONED QUESTION OF EFFECTIVE DATE FOR GOM EXCLUSIVE DESIGNATION OF BOURBON STILL UNDER CONSIDERATION, DEPARTMENT HAS RECEIVED INQUIRY FROM BOURBON INSTITUTE REGARDING STATUS GOM ACTION. WITH EFFECTIVE DATE OF FEBRUARY 1 FOR USG EXCLUSIVE DESIGNATION TEQUILA NOW IMMINENT, BOURBON PRODUCERS WISH TO KNOW WHETHER GOM MOVING AHEAD ON RECIPROCAL ACTION TO MEET THIS DATE. EMBASSY IS REQUESTED TO ADVISE DEPARTMENT ON LATEST DEVELOPMENTS.

2. TREASURY HAS PROVIDED FURTHER CLARIFICATION TO INFORMATION CONTAINED PARAGRAPH 2 OF REFTEL TO THE EFFECT WORD "AGED" MAY BE USED ON TEQUILA AGED LESS THAN FOUR (4) YEARS. CHANGE PARAGRAPH 2 OF REFTEL TO READ AS FOLLOWS: QTE IF TEQUILA AGED LESS THAN FOUR (4) YEARS, IT CANNOT REPEAT CANNOT HAVE WORD "AGED" ON LABEL UNLESS THE ACTUAL NUMBER OF YEARS AGED IS INDICATED IN EIGHT (8) POINT GOTHIC
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TYPE OR LARGER. IF AGED FOR FOUR (4) OR MORE YEARS, LABEL

MAY HAVE ON IT GENERAL INCONSPICUOUS AGE, MATURITY OR
SIMILAR REPRESENTATION INCLUDING THE WORD "AGED" WITHOUT

THE LABEL STATING THE NUMBER OF YEARS AGED. THE WORD
"AGED" OR SIMILAR REPRESENTATION MUST BE IN EIGHT (8)
POINT GOTHIC TYPE OR SMALLER IN ORDER TO BE CONSIDERED
INCONSPICUOUS. UNQTE

3. EMBASSY IS REQUESTED TO INFORM APPROPRIATE GOM OFFI-
CIALS OF FOREGOING TREASURY CLARIFICATION OF LABELLING
REQUIREMENTS. RUSH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
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Current Classification: UNCLASSIFIED
Concepts: AGREEMENTS, LABELING, ALCOHOLIC BEVERAGES, TEQUILA, BOURBON WHISKEY
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Copy: SINGLE
Draft Date: 16 JAN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE009652
Document Source: CORE
Document Unique ID: 00
Drafter: EJRANKIN:VJW
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Handling Restrictions: n/a
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ISecure: 1
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30 JUN 2005

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